Saskatchewan Centennial 2005

2005-2006 PROVINCIAL BUDGET PERFORMANCE PLAN

SASKATCHEWAN COMMUNICATIONS NETWORK

Minister's Message

As the Minister responsible for the Saskatchewan Communications Network (SCN), it is my pleasure to submit the performance plan for 2005-06 and beyond. This is the inaugural performance plan for SCN and reflects the strategic positioning SCN has undertaken as a regional public education broadcaster. The performance plan outlines the commitment by SCN to provide public access to cultural, informational and educational programming and to enable the regional film and television industry.

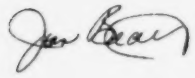
As a modern, regional storyteller, SCN continues the ancient traditions wherein the role of storyteller means sharing stories that are high in educational value, and conveying the history and culture of our community and its people. It means being teacher, entertainer and keeper of cultural values. We use satellite technology to deliver non-violent, non-commercial programming to over 240,000 viewers a week, distance education opportunities to about 3,000 learners in remote communities, and digital internet connectivity to about 150 remote schools and libraries.

SCN pursues joint initiatives through strategic alliances. We will expand the broadcast network and address issues of infrastructure sustainability. SCN will work with other provinces and the federal government to develop programs, policies and infrastructure that enable the film and television industry, and that respond to public demand for both regional programming and distance learning.

We use public forums, regional television series, and documentaries to address the current and topical issues of the day with a regional focus. For example, "Indecently Exposed", a documentary used in partnership with CBC, focuses on issues of racism. Another example is, "Ted's Story: Honouring Melissa", a documentary used in partnership with SGI in a premiere screening with students and families at O'Neill High School to tell a story of drunk driving and the consequences of the choices made. A multi-year initiative in partnership with regional health providers and educators will focus on the myths and facts of substance abuse.

This year, Saskatchewan is celebrating its Centennial and it is a time to reflect on those things that are important to us in our communities and families. SCN will use its strategic alliances and available resources to support its role as the "Saskatchewan Centennial Network". In this role, SCN will develop new regional programming series that contain stories about the places and people of Saskatchewan: *"The People's Century"*; *"Landing"*, *"100 Saskatchewan Stories"*; and *"Landscape as Muse"*. Using emerging film producers from Saskatchewan, SCN will begin rolling out these series in the fall of 2005 as part of the Centennial celebrations. SCN will develop and broadcast homecoming videos through a small grant to support those who want to develop a video that displays the Centennial celebrations in their community.

I am committed to fulfilling the key goals, objectives and actions contained in our performance plan, and will report on SCN's progress to the people of Saskatchewan in the SCN Annual Report in September 2006.



Joan Beatty

Minister Responsible for the Saskatchewan Communications Network Corporation

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Who We Are

The Saskatchewan Communications Network (SCN) operates as a Treasury Board Crown agency of the Government of Saskatchewan in accordance with *The Communications Network Corporation Act (1989).* The SCN board of directors manages the business of the corporation and appoints the Chief Executive Officer. The board of directors of the corporation consists of not more than 11 persons appointed by the Lieutenant Governor in Council and is accountable to Cabinet. Additional governance and accountability is established through the Minister of Culture, Youth and Recreation who serves as the Minister Responsible for SCN.

The Canadian Radio-television and Telecommunications Commission (CRTC) licensed SCN as a non-commercial, English-language television network in 1991. The mandate of SCN is to undertake responsibilities as the regional, public broadcaster that delivers cultural, informational and educational programming and acts as an enabler for the regional film and television industry. To deliver on this mandate SCN undertakes the following three functions that together provide an integrated approach to SCN's service to clients:

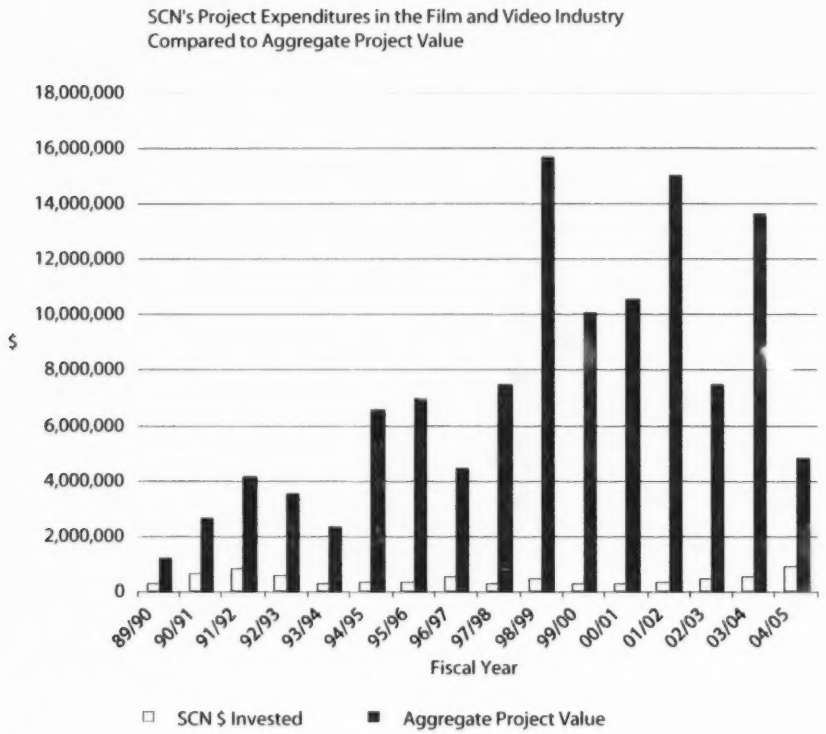
- Public Broadcast – SCN's Public Broadcast Network (PBN)
  SCN broadcast schedule is unique in that 50 per cent of the schedule reflects the rich culture and heritage of our region and programs supporting Saskatchewan curricula
- Distance Learning – SCN's E-Learning Network (ELN)
  SCN has the capability to distribute televised K-12, SIAST and university classes to over 250 locations across the province
- Connectivity – SCN's Technology and Infrastructure Services
  SCN also provides satellite access to outside agencies, enabling learning opportunities that would not otherwise be available

OPERATING A PUBLIC BROADCAST NETWORK (PBN)

SCN exists as a regional education broadcaster under the provisions of The Broadcast Act of Canada and its Broadcast Network is licensed and regulated by the CRTC. SCN delivers a wide variety of television programming that is distributed to the public through Saskatchewan's cable, wireless, digital and satellite television systems. Programming includes regionally produced material reflecting the rich culture and heritage of our region and programs that directly support Saskatchewan curricula. SCN is the only network mandated to focus specifically on stories that primarily address the issues and concerns of the province's population.

SCN purchases broadcast rights for programming and funds development projects undertaken by local independent producers. SCN's financial commitment is often the catalyst attracting investment from outside the province, thereby creating economic development within the

Saskatchewan film and video industry. Historically, for every dollar SCN contributes to a Saskatchewan production, 12 times the amount is generated in production activity. Since 1991, SCN has invested approximately $7.1 million in Saskatchewan production projects contributing to an estimated $85 million in direct economic activity [Source: Aggregate data compiled from confidential producer budget submissions to SCN], as highlighted in the chart below.



Many Saskatchewan productions appearing on SCN such as *Canadian Women of Courage, Incredible Story Studio, Dad, They Live to Polka* and *Christmas at Wapos Bay* are not only successful in the province, but also successful in national and international marketplaces. These productions have become a new export for the province increasing the economic growth in Saskatchewan. This national and international recognition acknowledges the talent base in Saskatchewan and validates Saskatchewan's ability to produce world-class film and television. The chart below provides details of these productions and awards.

SCN ENABLED LOCAL PRODUCER SUCCESSES

Production Title	Company	Synopsis	Achievements
Canadian Women of Courage: Eyewitness to War	Cooper Rock Pictures, Regina	A documentary that follows the life of Canadian reporter, Gladys Arnold and her involvement in WWII.	Showcase Award Gemini Nomination.
Incredible Story Studio	Minds Eye Pictures Inc., Regina	A Dramatic Series for children where kids and imagination RULE. Kids tell their own incredible stories on TV.	Recipient of many awards including a Gemini for Best Children/Youth. Series is sold internationally.
Christmas at Wapos Bay	Dark Thunder Productions, Saskatoon	Stop-frame animated production- relates the story of three city kids who visit their grandfather at his trap line.	Showcase Nomination Gemini Nomination Golden Sheaf Award Screened at Sundance in Aboriginal Film category.
They Live to Polka	Camera West Film Associates, Regina	This documentary blends the best polka events and life on the summer polka circuit.	Gemini Award- Best Editing.
Dad	Partners in Motion, Regina	Deeply personal and moving, this documentary is a journey of discovery into the mind of the filmmakers father.	Recipient of many awards, including two Geminis.

OPERATING A DISTANCE LEARNING NETWORK

SCN's E-Learning Network (ELN), a closed circuit television satellite network, delivers credit programs for Saskatchewan Learning. This infrastructure distributes video, audio, online, streaming and other technologies to provide formal education opportunities to Saskatchewan residents in underserved remote and rural communities.

Approximately 200 remote communities have the capacity to receive televised classes. These remote sites span the entire province reaching as far north as Black Lake, near the Northwest Territories, and as far south as Coronach, near the Canada/US border, as well as reaching the borders of our two neighbouring provinces. Distance learners benefit from this blended technology approach (television, phone/fax, print and internet) as Saskatchewan Learning utilizes this media to teach courses that are not otherwise available at these remote locations. Over 250 schools and colleges receive distance programming via the televised ELN. Demand for programming is increasing – over the last three years the number of classrooms equipped to receive the ELN has risen by seven per cent per year.

For each of the last five years, approximately 3,000 registrants have enrolled in televised classes broadcast on the ELN, which is composed of two private network channels. Saskatchewan Learning envisions the demand for an incremental, full-time third televised channel as the Correspondence School and Saskatchewan Indian Institute of Technology develop additional televised classes.

PROVIDING SATELLITE TECHNOLOGY AND INFRASTRUCTURE SERVICES

SCN, through its Technology and Infrastructure Services, provides satellite access and support to the corporation's networks and others, to enable connectivity and deliver programming in the province. Outside agencies currently supported include: the province's CommunityNet through which SCN delivers internet to schools; the Saskatchewan Legislative Assembly, enabling live broadcasts of the Proceedings; and individual private and public sector organizations through use of the videoconferencing services provided through Special Event Network (SEN) sites.

The CommunityNet initiative allows for high-speed internet access in areas where connectivity is unavailable by traditional means. SCN receives funding from Saskatchewan Learning and Keewatin Career Development Corporation to support the satellite infrastructure that delivers high-speed internet to approximately 150 remote locations in provincial schools, First Nations schools and small libraries. The locations of these sites include the far reaches of Northern Saskatchewan in places such as Camsell Portage near the Northwest Territories and spanning the province as far south as North Portal on the Canada/US border as well as reaching communities as far west as Lloydminster on the Alberta border and as far east as Sturgeon Landing on the Manitoba border. This connection is made via the two-way Digital Satellite Network (DSN2) of SCN providing the same equitable access as hundreds of other learners on the Learning Sector portion of CommunityNet.

To achieve the broad array of public purposes, as noted above, SCN employs 22 full-time equivalent staff (FTE).

Plan at a Glance

For the past 15 years, SCN's management has prepared corporate plans, developed performance objectives and measures, and reported regularly to the SCN Board of Directors. SCN's 2005-06 Performance Plan is the first to be prepared following the Accountability Framework Guidelines. This 2005-06 Performance Plan continues the strategic direction of previous SCN plans, but has been updated to reflect SCN's current priorities. The plan focuses on SCN's role as a contributor to economic development, distributor of cultural information and education, and facilitator of access to information for Saskatchewan people in remote and rural areas.

Development of this plan has been influenced by input received from a variety of stakeholders. SCN contracts an annual public viewer survey through an external professional service. This survey provides invaluable information about the viewing habits of the general public and audience preferences about the SCN schedule and programming. The Department of Culture, Youth and Recreation (CYR) recognizes SCN as a leader in commissioning and broadcasting Saskatchewan stories and contributing to the sustainability of the film and video industry in the province. The Saskatchewan Motion Picture Industry Association (SMPIA) and the Saskatchewan Film Producers Association (SFPA) also reaffirm the importance of the purchasing power of the SCN broadcast license and the developmental role of SCN in "growing" emerging producers and writers. Saskatchewan Learning supports SCN in its key role in the delivery of formal and informal educational opportunities on behalf of the department at both the K-12 and post-secondary levels.

The goals and objectives identified in the following pages are multi-year in nature. SCN will work towards achieving its objectives and through these will realize the broader long-term goals. For each objective a number of key actions for the 2005-06 fiscal year are identified; performance measures are being developed to gauge progress towards these objectives and will be included in SCN's 2006-07 plan. Future performance plans will continue to evolve as the strategic planning, performance management, and public reporting processes mature. SCN will report on actual, comparitive planned progress after year-end, and this will be presented in SCN's 2005-06 Annual Report.

OUR VISION

SCN will be the pre-eminent, Prairie and Northern storyteller that stimulates pride, optimism and harmony. As a modern storyteller in the ancient tradition, SCN will be teacher, entertainer and keeper of cultural values

GOAL 1

Cultural Affirmation

OBJECTIVE 1 - *Increase viewing audience through delivery and awareness of regional programming*

Performance Measures:

- Under development

OBJECTIVE 2 - *Increase viewing audience through expansion of the technical infrastructure carrying the programming*

Performance Measures:

- Under development

GOAL 2

Economic Opportunity

OBJECTIVE 1 - *Leverage investment in Saskatchewan's film and video industry from parties outside the province via SCN's purchase of a programs broadcast license*

Performance Measures:

- Under development

OBJECTIVE 2 - *Increase regional program inventory available for the broadcast network by licensing Saskatchewan film and video industry productions*

Performance Measures:

- Under development

GOAL 3

Access to Information and Educational Opportunities in Remote Areas

OBJECTIVE 1 - *Increase distance learning and training opportunities through appropriate infrastructure using satellite technology*

Performance Measures:

- Under development

2005-06 Financial Overview

In 2005-06, provincial investment in SCN to promote cultural affirmation, economic opportunity and increase access to information and educational opportunities in remote areas is $5.137 million. The provincial investment comprises approximately 70 per cent of SCN's annual budget with other revenue coming from cost recoverable services, donations and sponsorship.

Approximately 35 per cent of SCN's budget expenditures are semi-fixed infrastructure costs. This infrastructure is utilized to distribute SCN's networks and other technical services. Additionally, approximately 10 per cent of SCN's expenditures are committed to future year broadcast programs. These future year commitments are necessary to sustain consistent broadcast quality while maintaining an adequate flow of quality broadcast material.

The breakdown of SCN spending is shown below:

2005-06 ESTIMATES	*(in thousands of dollars)*
REVENUES	
Provincial grant	$5,137
Data transmission over satellite	1,805
Video transmission over satellite	320
Donations and program sponsorship	110
TOTAL REVENUES	$7,372
EXPENSES	
Broadcast network	$3,897
E-Learning network	1,187
Other technical networks	1,727
Total Expenditures	6,811
Less: Capital acquisitions	(42)
Plus: Amortization	603
TOTAL EXPENSES	$7,372
FTE	22

The provincial investment in SCN in 2005-06 represents a reduction of $48,000 from the previous fiscal year. Primarily this reduction will be absorbed by reducing spending on regional and general program acquisitions; however, SCN will continue to strive to fill its broadcast day with diverse, entertaining and relevant programming in 2005-06.

Trends and Issues

SCN operates in a dynamic environment and experiences both diverse and unique challenges and opportunities. Strategic planning responds to both the current state of the industry and to longer-term trends and emerging opportunities.

BROADCAST ENVIRONMENT

The broadcast environment continues to change at a rapid pace. There are now more channels available than ever before and commercial broadcasters are becoming more national in focus. The result is less local programming and fewer decisions being made about programs at the local level. The Standing Committee on Canadian Heritage has recognized provincial educational broadcasters as "voices of their respective regions." ["Our Cultural Sovereignty: The Second Century of Canadian Broadcasting" Standing Committee on Canadian Heritage, June 2003]. Canada has five provincial educational broadcasters: The Knowledge Network (British Columbia), Access (Alberta), TVOntario/TFO, Télé-Québec and Saskatchewan Communications Network (SCN).

SCN's strategy is to provide a regional voice within this highly competitive broadcast environment. The chart below compares the program schedule of major local broadcast networks.

Broadcast Channel	Percentage (hours) of Regional Program Content for the week of October 22 – October 28, 2004
CBC	1.8% (2.5 hours)
CTV	10.7% (15 hours)
Global	5.8% (9 hours)
SCN	**26.4% (30.5 hours)**

To arrive at the appropriate programming mix, SCN utilizes a combination of both qualitative and quantitative elements. One of the tools is the annual viewer's survey. This instrument measures the relative success of the existing programming and is also a resource for selecting new content. Anecdotal viewer feedback and research into regional social trends and interests also aid in ensuring that SCN is building an audience and maintaining a strong regional voice. Saskatchewan's Centennial year is of interest to the public and therefore provides SCN with a unique opportunity to produce Centennial promotions and work in partnership with the Centennial Office to develop broadcast material.

CANADIAN AND SASKATCHEWAN FILM AND VIDEO PRODUCTION INDUSTRIES

The Canadian and Saskatchewan film and video production industries are in a period of substantive change. Local broadcasters and cable companies in smaller areas are finding it increasingly difficult to sustain operations. Several factors have contributed to this including a decrease in private and public sector funding, an increased expense incurred to produce or purchase regionally relevant programming, structural changes to the Canadian Television Fund (CTF) and the emergence of numerous new specialty channels owned by a small number of corporate broadcast groups who have substantial control over program purchases and increased competition for funding. Often, the corporate broadcast groups will not permit the participation of other broadcasters, preferring to keep exclusive rights to broadcast. The Canadian Cable Television Association drew special attention to the plight of small distribution systems and noted that "geographic remoteness, small customer bases, smaller cable network capacities, the cost of capital, financing difficulties and competition with legal and illegal satellite services all hurt local programming." [Meeting of the Standing Committee on Canadian Heritage, 14 March 2002]

SCN's strategy to allocate funding to regional programs will benefit Saskatchewan producers and aid in sustaining local operations and opportunities. The strategy to build more regional inventory is primarily a response to the demand in the public survey: 89 per cent wanting stories for, by and about Saskatchewan. This strategy has led to numerous partnerships within Saskatchewan's film and television community to ensure a consistent supply of programs produced for and about Saskatchewan. This initiative also allows for new sources of programming to replace the traditional supply of second window license opportunities combating SCN's increased industry restrictions to acquire first and second window licenses. SCN is responding to public demand for more regional content by seeking strategic alliances with new partnerships such as SGI and the Office of the Treaty Commissioner.

TECHNOLOGICAL ENVIRONMENT

The technological environment is creating new possibilities for local communication initiatives. At the same time, those who lack communication tools are excluded from participation in what has become known as the 'digital divide'. With the rapid advancements and convergence in technology, key issues for Saskatchewan are the ability to maintain capacity for research and development into new and innovative approaches and to decrease the digital divide. New developments and increased capacity may provide expanded opportunities; however, upgrading technologies to keep pace with new expectations such as High Definition broadcast presents formidable challenges.

Equitable access to information and training opportunities are critical to creating a competitive workforce, a necessity for provincial sustainability within the global economy. With the widely dispersed population of Saskatchewan, the Government's role in supporting distance learning as an essential training tool is vital. Further evaluation of emerging technologies continues to be on the forefront in order to address the challenges of creating efficiencies on all networks.

DISTANCE LEARNING ENVIRONMENT

The distance learning environment has evolved over the years and now incorporates a variety of training tools. Historically, distance education trends have been towards combining the use of all available media. This is still the case as we see convergence, not only within computer platforms, but also across industries such as computer, telecommunications and television. [Canadian Association for Distance Education and Council of Ministers of Education, Canada "Open Learning and Distance Education in Canada: Report presented to Asia-Pacific Economic Co-operation Education (APEC) Forum Project in the context of the international project on Cross-cultural comparison on Open Learning Systems in APEC's member Economies" p. 7-8]

Saskatchewan Learning and distance education professionals confirm the demand for a 'Blended Learning' approach in Saskatchewan. Therefore, SCN combines televised classroom learning with added information sources and off-classroom interaction via the Internet to meet the needs of remote learners. SCN's televised learning component continues to be a critical method of delivery in response to the Blended Learning approach. Saskatchewan Learning also confirms that this trend of converging learning technologies will be required in the foreseeable future. In order to further meet this demand SCN is building a third televised learning channel.

Creating further strategic alliances with interested government departments, community organizations and agencies that have an educational mandate and need to communicate within this diverse region could increase the use of SCN's networks and allow the educator to reach their audience with programming in a cost effective manner. Other government departments and agencies disseminate information utilizing SCN's networks. Distance training and conference opportunities can be distributed via SCN's Special Event Network. SCN currently provides distribution of the Proceedings of the Legislature on behalf of the Legislative Assembly of Saskatchewan.

Goals, Objectives, Actions and Measures

This section provides the detailed 2005-06 Performance Plan for SCN and outlines the rationale guiding the plan. Goals, objectives and actions are identified to support advancement towards SCN's vision to be the pre-eminent, Prairie and Northern storyteller that stimulates pride, optimism and harmony.

Under each goal, a number of objectives have been established to support progress towards the broader goal statement. For each objective, key actions have been identified. They are the means for making progress toward the objectives and thereby the larger goal. To assess progress, performance measures are being developed for our 2006-07 plan.

A number of external factors impact SCN's key programs; some key cost drivers and related financial assumptions that will impact the 2005-06 plan are outlined below:

Saskatchewan will not face an economic downturn in 2005-06, but rather, the expansion of employment and production opportunities that have occurred over the past years will continue. This will allow SCN to continue meeting the public viewers' demand for regional broadcast programming

The funding supplied through the Canadian Television Fund, a major federal broadcast funding program, is projected to decline in the 2005-06 planning year. SCN will optimize this funding to ensure the Saskatchewan production community receives 90 per cent or more of the money available

Saskatchewan Learning will continue to utilize the ELN for the 2005-06 school year to support distance learning to a minimum of 3,000 students

Technical infrastructure operating costs consume 35 per cent of SCN's annual budget. Careful business case analyses are undertaken to ensure the best possible rate is offered. Current vendor contracts for this service expire in March 2007

Events during the normal course of the business year may trigger re-allocations within SCN's budget with implications for the activities and intended outcomes to which those funds were originally allocated.

SCN's strategic plan is oriented around seven guiding principles embodied in our corporate culture:

Integrity - treating people honestly, fairly and with respect

Creativity & Innovation - nurturing creativity, risk taking and innovation

Accountability - for our actions and the management of our resources

Equity - equitable access to life long learning and employment opportunities

Communication - open, honest discussion, sharing information and teamwork

Collaboration - working collaboratively, both internally and externally

Excellence - the pursuit of excellence in all we do

GOAL #1

Cultural Affirmation

SCN **communicates** with the region profiling the culture, history, places and people of our province through the business of broadcasting. SCN is unique as it strives to provide a Saskatchewan voice or a Saskatchewan viewpoint. SCN conducts an annual public survey, through an external vendor, that provides invaluable information about the viewing habits of the general public and audience preferences about the SCN schedule and programming. In the November 2004 survey, 82 per cent of the respondents felt public broadcasting was important. Saskatchewan viewers want to turn to a television channel that reflects their environment and is educational. Other local broadcasters operating within the province offer limited local programming. As a result, SCN's focus is to capitalize on this niche market.

OBJECTIVE 1 *– Increase viewing audience through delivery and awareness of regional programming*

Critical to SCN's mandate as a "public education broadcaster" and attested to through viewer surveys, there is a public demand for stories for, by and about Saskatchewan. As a public broadcaster SCN continually looks for ways to increase the viewing audience. The viewer survey results over the past four surveys reveal a positive growth in the frequency that SCN is watched by its audience, from 25 to 30 per cent. This is due in part to the relevance of the programs broadcast. To ensure relevant regional programs are available, SCN works with the Department of Culture, Youth and Recreation, Saskatchewan Learning, the Saskatchewan Film Producers Association, Saskatchewan Motion Picture Industry Association and local producers.

Key Actions for 2005-06

- Develop an advertising strategy that effectively communicates SCN's distinct programming and value-added services as a Prairie and Northern broadcaster. Last year SCN updated its program guide, website and display boards. In 2005-06 SCN will continue to utilize these tools focusing on Centennial activities such as two new regional series to be launched in the fall of 2005 and a homecoming video project.

- Develop public forums, including strategic partners as necessary, to create additional relevant programs. Initiatives in alliance with health providers, educators and community agencies could include substance abuse among teens. SCN successfully partnered with the CBC to have a forum on racism using a new documentary entitled *"Indecently Exposed"* and is partnering with SGI to hold a public forum on drinking and driving using a documentary entitled *"Ted's Story, Honouring Melissa"*.
- Replace expired program inventory to maintain inventory levels sufficient to fill the broadcast schedule. To ensure SCN has enough programs to fill each broadcast day a minimum of 700 hours must be purchased annually.
- As a programming partner Saskatchewan Learning identifies curriculum-related programming for public broadcast for two hours each day. SCN meets this demand by purchasing the programming required and ensuring daily broadcast.
- To further meet the demand for regional programming, SCN will issue a producer's guide, with evaluative criteria, and a call for proposals from Saskatchewan producers annually.

What are we measuring?

Under development

Where are we starting from?

Under development

OBJECTIVE 2 *– Increase viewing audience through expansion of the technical infrastructure carrying the programming*

With the widely dispersed population of Saskatchewan, remote and rural areas are unable to receive access to information and learning opportunities similar to the major centers. SCN's satellite technology is an effective means to reach these rural and remote areas, thereby increasing SCN's viewers. Delivery via satellite is made possible through partnerships with Canadian satellite infrastructure providers. SCN strives to meet industry standards and public demands for digital and high definition formats.

Saskatchewan Learning looks to SCN to provide technical infrastructure that supports the distribution of regional knowledge for educational credits.

Key Actions for 2005-06

- Increase locations receiving SCN signals in Saskatchewan and establish a limited signal in Manitoba. Partnerships with cable companies facilitate this action. An increase in the number of locations receiving SCN's signal will allow more Saskatchewan residents to watch our channel. Based on Statistics Canada 2002 Census, SCN coverage maps demonstrate that approximately 86 per cent of Saskatchewan's population has access to SCN. (Source: SK household data, 2001 Census: www40.statcan.ca/l01/cst01/famil53b.htm, and www.statcan.ca/Daily/English/031121/d031121a.htm)

- SCN is also exploring new master control and edit suite technology to improve carrying capacity and signal quality.

What are we measuring?

Under development

Where are we starting from?

Under development

GOAL #2

Economic Opportunity

SCN supports the Saskatchewan film and video industry by purchasing broadcast rights for existing programs and funding future programs, to **create** economic opportunity. In particular, the SCN license supports small to mid-sized producers who find it difficult to acquire a license otherwise.

This broadcast license is a valuable mechanism that enables the producer to trigger other industry investment. Other financial partners encouraged to participate include SaskFilm, the Canadian Television Fund (CTF) and other regional and national broadcasters.

***OBJECTIVE 1** – Leverage investment in Saskatchewan's film and video industry from parties outside the province via SCN's purchase of a programs broadcast license*

SCN purchases broadcast rights for programming and funds development projects with local independent producers. SCN's financial commitment is often the catalyst attracting investment from outside the province. Historically, for every dollar SCN contributes to a Saskatchewan production, 12 times the amount is generated in production activity. Since 1991 SCN has invested approximately $7.1 million in Saskatchewan production projects contributing to an estimated $85 million in economic activity.

SCN expenditures on Saskatchewan film production provides a broadcast license that "triggers" further funding from national broadcasters, like CBC or Bravo, and allows incremental investment from the Canadian Television Fund (CTF).

Key Actions for 2005-06

- Broker and fund production relationships between regional producers and national broadcasters. SCN provides a mentoring role to small to mid-sized producers detailing the other funding opportunities available.
- Leverage funding from outside Saskatchewan to participate in local film and video projects. SCN will encourage other funding agencies, such as those noted above, to participate in specific programs. For example a successful regional series "Landscape as Muse" is being brought to the attention of Bravo and the Knowledge Network for funding beyond SCN's initial expenditure thus creating a second season of this series.

- Optimize expenditures of the SCN allotment of the Canadian Television Fund (CTF) for film and video investment in Saskatchewan. Although this production funding initiative is administered by the CTF, SCN is given direct responsibility to allocate its portion. Funding for all broadcasters is determined annually through a CTF steering committee. SCN was given the authority to allocate approximately $285,000 in the 2004-05 broadcast year. This allotment is expected to decline in the 2005-06 year. In 2005-06 SCN will work with other public education broadcasters through Association of Tele-Educators of Canada (ATEC) to negotiate and secure regional funding from the CTF.

What are we measuring?	**Where are we starting from?**
Under development	Under development

OBJECTIVE 2 *– Increase regional program inventory available for the broadcast network by licensing Saskatchewan film and video industry productions*

The Department of Culture, Youth and Recreation (CYR) has indicated that SCN is a primary mechanism by which emerging filmmakers break into the broadcast industry. SCN's funding generates jobs, develops opportunities for professional development as local producers and technicians are able to work on more sophisticated projects, and creates economic activity as most services are acquired from local contractors. The Saskatchewan Motion Picture Industry Association (SMPIA) and the Saskatchewan Film Producers Association encourage SCN to work with emerging and mid-level producers to develop regional programming.

CYR recognizes that SCN is important to the development of cultural programming that helps CYR to meet its key goals and objectives in achieving cultural awareness and understanding in Saskatchewan. Spending on regional programs was 34 per cent of the total program budget in 2001-02 and 44 per cent in 2002-03. In 2003-04, SCN renewed its commitment to regional programming and increased its overall spending in this area to 57 per cent of SCN's total programming budget. Current projections for regional programs acquired in 2004-05 are approximately 70 per cent of the program budget. [Source: Aggregate data compiled from actual audited SCN expenditures].

Key Actions for 2005-06

- Procure programming from the regional film and video industry through the SCN broadcast license. To capture a larger audience for regional programs SCN is committed to developing high-quality, relevant regional television series. Recently SCN launched *"Landscape as Muse"* and *"100 Saskatchewan Stories"* (commissioned for the Saskatchewan Centennial).
- SCN will seek to maintain current levels of regional programming and increase production quality of regional television series. In 2005-06 SCN anticipates acquiring three new series and renewing four of the current programs.

- Maintain developmental services to regional film industry. SCN, in co-operation with SaskFilm, provides a mentoring role to small to mid-sized producers working with the producers through the detailed process of proposal generation, development and production. This creates incremental film production by supporting and developing new producer talent such as 291 Film Company which created the initial *"Landscape as Muse"* series.

What are we measuring?

Under development

Where are we starting from?

Under development

GOAL #3

Access to Information and Educational Opportunities in Remote Areas

SCN connects the remote and rural communities that require satellite technology to distribute educational and cultural programming. Equitable access to information and training opportunities is critical to creating a competitive workforce, a necessity for provincial sustainability within the global economy.

OBJECTIVE 1 *– Increase distance learning and training opportunities through appropriate infrastructure using satellite technology*

With the widely dispersed population of Saskatchewan, distance learning is an essential tool. SCN Technology and Infrastructure Services provide infrastructure and support to the corporation's networks and others to enable connectivity and deliver programming in the province. SCN works with Saskatchewan Learning and equipment and service providers to continually identify opportunities to make its services more effective, efficient and reliable. With the rapid advancements and convergence in technology, key issues for Saskatchewan are the ability to maintain capacity for research and development into new and innovative approaches and to decrease the digital divide.

Key Actions for 2005-06

- In partnership with Saskatchewan Learning, assess the needs of learners in remote communities. Saskatchewan Learning provides key information about future demand for televised learning and connectivity in remote communities. This information results in a joint plan that defines the need for sustained and improved satellite technology, identifying the programming demand by K-12 and post-secondary schools, where it is needed, and when.
- Respond to community needs throughout Saskatchewan by providing and maintaining appropriate infrastructure connections. Each year SCN realizes growth in the establishment of televised distance learning centres; currently an average of 11 sites are added yearly with over 200 communities able to access televised classes in the 2004-05 school year. SCN anticipates a similar increase in 2005-06.

- Assess emerging technological trends such as High Definition technology. In 2004-05, SCN upgraded technology to allow for the distribution of three learning channels while continuing to use the same satellite bandwidth. This expansion of channels allows Saskatchewan Learning to offer additional televised classes and expands the capacity of the Special Events Network.
- Participate as a member of the Canadian Satellite Users Association (CSUA) to establish a unified voice on industry standards such as the adoption of High Definition in Canada.
- Develop a client base for internet over satellite (DSN2) by fostering relationships with content and service providers. To utilize excess infrastructure capacity on the DSN2 network SCN is willing to sell this capacity to clients beyond the learning sector. SCN strives to bring on two clients in the 2005-06 year. Potential clients include the Saskatchewan Liquor and Gaming Authority and the Department of Environment for connectivity in their remote field operations.
- Increase training utilization of the Special Events Network (SEN). SCN also provides private and public sector clients with televised, interactive training and development opportunities. It is important to share SCN's connectivity abilities with other government departments and agencies and enable them to reach remote and rural locations. The Department of Health currently utilizes this service for professional development and information sharing among Health Regions. In 2004-05, SCN delivered seven events and will meet further demand for new events in 2005-06.

What are we measuring?

Under development

Where are we starting from?

Under development

For More Information

Readers seeking additional information or wishing to comment on SCN's plan may consult the SCN website located at www.scn.ca. This site includes:

- Detailed program information
- Program schedules
- Satellite distribution diagram
- Location maps
- Several interactive features

Additional information may also be obtained by writing:

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